



WTIC-TV

ORDER

Print Date 09/10/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 385728 - 3

Original Date / Revision
09/10/12 09/10/12

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1314

Alt Order # 06307089

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Order Share 19% Market Value 233578

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	36%	84088
4WVIT	17%	39708
5WTNH	26%	60730
6WCTX	2%	4671
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	58	\$30,889.00	\$36,340.00	0.00	08/27/12	09/30/12	58	\$30,889.00	\$36,340.00
October 2012	15	\$6,834.00	\$8,040.00	0.00	10/01/12	10/01/12	15	\$6,834.00	\$8,040.00
Totals	73	\$37,723.00	\$44,380.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 2	61	09/27/12	09/27/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	--- 2---	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	--- 2---		2		\$125.00		0.00					
E 3	61	09/28/12	09/28/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---- 2--	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	---- 2--		2		\$125.00		0.00					
E 4	61	09/25/12	09/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 11----	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- 11----		2		\$125.00		0.00					
5	61	09/25/12	09/28/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- 2222--	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- 2222--		8		\$150.00		0.00					



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Contract / Revision **385728- 3** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1314**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	61	09/25/12	09/28/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- 2222 - -	:30	8	\$165.00	01	0.00	NM	8	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 2222 - -					8	\$165.00		0.00			
7	61	09/25/12	09/28/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 1111 - -	:30	4	\$275.00	03	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$275.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	61	09/24/12-09/30/12		M-F 7p-730p Unresolved		7p-730p	- TWThF - - - -	:30		(\$275.00)		0.00	NM		
2	61	09/24/12-09/30/12		M-F 7p-730p Unresolved		7p-730p	- TWThF - - - -	:30		(\$275.00)		0.00	NM		
3	61	09/24/12-09/30/12		M-F 7p-730p Unresolved		7p-730p	- TWThF - - - -	:30		(\$275.00)		0.00	NM		
4	61	09/24/12-09/30/12		M-F 7p-730p Unresolved		7p-730p	- TWThF - - - -	:30		(\$275.00)		0.00	NM		
8	61	09/25/12	09/28/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1111 - -	:30	4	\$350.00	03	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$350.00		0.00			
E 9	61	09/25/12	09/28/12	M-F News at Ten News at Ten	CM	10p-11p	- 2222 - -	:30	8	\$900.00	03	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 2222 - -					8	\$900.00		0.00			
10	61	09/25/12	09/28/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- 1111 - -	:30	4	\$300.00	01	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$300.00		0.00			
11	61	09/25/12	09/28/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- 1111 - -	:30	4	\$140.00	01	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111 - -					4	\$140.00		0.00			
12	61	09/26/12	09/26/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 2 - - - -	:30	2	\$3,000.00	01	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - 2 - - - -					2	\$3,000.00		0.00			
13	61	09/27/12	09/27/12	Thur Prime B Glee	CM	9p-10p	- - - 1 - - -	:30	1	\$2,500.00	01	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - 1 - - -					1	\$2,500.00		0.00			
14	61	09/29/12	09/29/12	College Football College Football	CM	730p-11p (7:30 PM-11:00 PM)	- - - - - 1 -	:30	1	\$750.00	01	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - 1 -					1	\$750.00		0.00			
15	61	09/29/12	09/29/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 2 -	:30	2	\$550.00	03	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- - - - - 2 -					2	\$550.00		0.00			
E 16	61	09/30/12	09/30/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	- - - - - 3	:30	3	\$3,000.00	01	0.00	NM	3	\$9,000.00



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Contract / Revision **385728- 3** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1314**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	61	09/30/12	09/30/12	NFL on FOX Early NFL:Sun 1-4pm	CM	1p-4p	-----3	:30	3	\$3,000.00	01	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----3					3	\$3,000.00		0.00			
17	61	09/30/12	09/30/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$750.00	03	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----2					2	\$750.00		0.00			
E 18	61	10/01/12	10/01/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	2-----	:30	2	\$140.00	03	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$140.00		0.00			
19	61	10/01/12	10/01/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$75.00		0.00			
E 20	61	10/01/12	10/01/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2-----	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$150.00		0.00			
E 21	61	10/01/12	10/01/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	2-----	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$75.00		0.00			
22	61	10/01/12	10/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$300.00		0.00			
23	61	10/01/12	10/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$400.00		0.00			
24	61	10/01/12	10/01/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$1,100.00		0.00			
25	61	10/01/12	10/01/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$250.00		0.00			
27	61	10/01/12	10/01/12	Mon Prime A Bones	CM	8p-9p	2-----	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----					2	\$2,000.00		0.00			
28	61	10/01/12	10/01/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$85.00		0.00			
N 29	61	09/28/12	09/28/12	Fri Prime B Fringe	CM	9p-10p	----1--	:30	1	\$1,600.00	01	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/12	09/28/12	----1--					1	\$1,600.00		0.00			



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Contract / Revision **385728- 3** Flight Dates **09/25/12-10/01/12**Hiatus DatesOriginal Date / Revision 09/10/12/ 09/10/12Order Sep 00:15:00Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1314**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N29	61	09/28/12	09/28/12	Fri Prime B Fringe	CM	9p-10p	---- 1--	:30	1	\$1,600.00	01	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---- 1--					1	\$1,600.00		0.00			
N30	61	09/25/12	09/28/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 1111--	:30	4	\$65.00	03	0.00	NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- 1111--					4	\$65.00		0.00			
Totals														73	\$44,380.00